SURVEY OF TALKING BOOK SERVICES

FOR
ALBERTA LIBRARY BOARD
ALBERTA LIBRARY SERVICES
TO THE HANDICAPPED

Submitted to: Alberta Library Board
Alberta Library Services to the Handicapped
Edmonton, Alberta

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April, 1983

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1. INTRODUCTION

In October of 1982, Nichols Applied Management undertook a study of Talking Book Services on behalf of the Alberta Library Board and Alberta Culture Library Services to the Handicapped (ALSH). The objectives of this study were to:

1. Document, examine and delineate the present library services to the handicapped provided by CNIB and ALSH in the Province of Alberta.

2. Determine user knowledge of and satisfaction with these services.

3. Evaluate and analyse the value of these services and indicate areas of duplication between CNIB and ALSH services.

This study was carried out through telephone interviews of randomly selected talking book service patrons. The results and findings of this survey are contained in this report.

Nichols Applied Management wishes to thank the CNIB, ALSH, participating public libraries and the questionnaire respondents for their time and assistance during this study.

2. METHOD OF STUDY

Study methodology was divided into six phases:

1. background data collection;
2. contact of user groups;
3. questionnaire design;
4. data collection;
5. data analysis; and
6. report.

These phases are discussed in detail below.

1. BACKGROUND DATA COLLECTION

Initially, the consultants talked to both representatives of ALSH and the CNIB to gain an understanding of the scope and depth of each of these organizations' talking book programs. The consultants also undertook background reading on library services to the handicapped and gathered as much information as possible on similar studies. These activities were intended to provide the consultants with an understanding of the specific issues involved in providing such library services and to provide ideas for specific questions.

2. CONTACT OF USER GROUPS

The estimates from ALSH and the CNIB revealed that approximately 3,100 patrons were using one or both of the talking book library services. Of this number, roughly two-thirds used the ALSH (public library) services while the remaining one-third used the CNIB. It was not possible to estimate the number of patrons who used both services.

The consultants and ALSH agreed upon a sample size of 450 talking book users. The sample was stratified to ensure one-third of the total sample size (150) would be CNIB service users and two-thirds, (300) would be ALSH/Public Library users. Finally, the ALSH/Public Library sample was further subdivided into three categories:

1) Calgary Public Library patrons;
2) Edmonton Public Library patrons;
3) Other Public Library patrons.

The Calgary Public Library was allotted 90 selections to represent its 1,002 talking book patrons, Edmonton Public Library was allotted 60 selections to represent its 517 patrons and the other Public Library patrons were allotted 150 selections out of a total population of 694. The selection allottments were weighted in favour of the "Other" public patrons as it was anticipated a wider variety in responses would be obtained from this group and it was considered very important to give this group a good opportunity to participate in this study.

Once the sample had been stratified, the consultants prepared random number lists for each group. Every number represented one of the total user population for that group ensuring that each user had an equal likelihood of being selected.

Using the number system, the number lists were distributed to the appropriate organizations who then assigned these numbers to individual patrons. The patrons were then contacted by their organizations and asked if they would be willing to participate in the study. The names and telephone numbers of those willing to participate were then released to

the consultants to ensure confidentiality. The organizations were also provided with additional random numbers in case any patrons in the first selection were unwilling to participate.

3. QUESTIONNAIRE DESIGN

Questionnaire design occurred concurrently with the contact of user groups. The questions were based on the overall objectives of the study and reflected ideas and information gathered during the background data collection phase. A draft questionnaire was reviewed by ALSH for any omissions or changes. Appropriate changes were made and the questionnaire design finalized.

4. DATA COLLECTION

Telephone interviewing was selected as the most cost-effective method of insuring a high response rate from the talking book users. Interviewers were selected and instructed on the use of the questionnaire and the conducting of telephone interviews.

Some of the interview team members were able to bring additional insight to this study due to their status as talking book users. The questionnaire is presented in Appendix A.

Approximately 400 responses were obtained from the original sample size of 450. The 10 percent lack of response was due to a number of factors.

1) respondents decided not to be interviewed;

2) respondents were unavailable due to illness or extended vacations;

3) some organizations could not find enough suitable respondents who were willing to participate in the study.

While it would have been possible to reach an additional 50 respondents by producing more random numbers and repeating the contact of users groups, time constraints made this additional effort undesirable.

5. DATA ANALYSIS

The returned questionnaires were coded and keypunched for use with a computerized statistical package and the tabulated results have been analyzed.

6. REPORT

The report documents methodology, findings and analysis and suggests actions that can be taken based on the study results.

3. FINDINGS

1. BACKGROUND DATA COLLECTION

Through discussions with both the CNIB and ALSH, the consultants learned of the several major differences that exist between these talking book services. These differences included:

1) Method of Distribution

CNIB uses the mail to deliver talking books from its Toronto Library.

ALSH uses the public libraries to distribute both selected books and assorted collections of books. These books are either picked up at the libraries by the patrons or in some instances, delivered to their homes by volunteer help.

2) Membership

CNIB requires its patrons to qualify for membership in the CNIB (i.e. qualify as legally blind) and patrons may live anywhere in Canada.

ALSH requires its patrons to qualify for talking book privileges by presenting a written request from a competent authority. ALSH patrons may qualify for services with any of a large number of physical or learning disabilities and must be Alberta residents.

3) Equipment

CNIB provides each member with a 4-track cassette player for the length of their membership.

ALSH provides 2-track cassette players and a small number of 4-track players for short term use (eg. 3 months) by their patrons. Patrons are expected to purchase their own 2-track cassette if they decide to continue with the service.

4) Tapes

CNIB provides both 2-track talking books (which can be played on either 2-track or 4-track machines) and 4 track talking books (which can be played on only 4-track machines).

ALSH provides their talking book collection completely in 2-track tapes.

These differences result from the different purposes of the organizations themselves. The CNIB is a private non-profit organization which was established many years ago to serve the needs of a distinct group of individuals. The CNIB library has been able to build its library collection over a relatively long period of time (although this collection was not orignially on tape) and has been able to reach an agreement with Canada Post to deliver their materials free of charge.

ALSH on the other hand, has been in operation little more than five years. It is part of Alberta's publicly funded public library system which aims to serve the information needs of the public at large.

While CNIB and ALSH services overlap when serving legally blind Alberta residents, ALSH in addition serves individuals who do not qualify for CNIB services.

2. CONTACT OF USER GROUPS

In order to comply with the patron's need for confidentiality, the consultants arranged to contact the individual libraries and the CNIB to obtain the selected partron's names. In the larger organizations such as the CNIB and the Edmonton and Calgary Public Libraries, lists of patrons were prepared for the consultants. ALSH notified the rural libraries of the study and the consultants telephoned these libraries for the names of their patrons. Most of the rural libraries were very helpful although some had difficulties in providing the names of any patrons who could be interviewed. A few of the smallest libraries (eg. those open for only a few hours a week) appeared to take little interest in the talking book services and in fact, had delegated responsibility for providing the service to such organizations as their local health unit.

3. SURVEY RESULTS

General Remarks

Some very interesting results arose from user responses. First, as previously stated, the interviewers were not able to contact 450 patrons as originally planned. The consultant's figures indicate that 421 names were obtained for contact from the user groups. The breakdown of this figure is as follows:

	ALSH		CNIB	
	Planned Interviews	Obtained	Planned Interviews	Obtained
EDMONTON	60	60	150	151
CALGARY	90	63		
OTHER	150	147		
	300	270	150	151

Total planned 300 + 150 = 450
Total obtained 270 + 151 = 421

The greatest discrepancy appears between the planned number of interviews (the number we had originally decided to telephone) for Calgary Public Library patrons and the list of patrons available for interview (the number of names we were given by the library). The main reasons for this discrepancy were that a number of potential Calgary Public Library interview candidates resided in nursing homes and were not considered suitable candidates due to the extra effort required by nursing home staff in participating in the interview. Another reason for the discrepancy is that Calgary Public Library patrons had just participated in a similar study.

Once the telephone interviews had been completed, other interesting facts emerged: First the number of responses dropped to 395 from the 421 telephoned.

An overall response rate of 94% is not considered poor even for telephone interviews. Allowance must be made for patrons who change their minds, have moved or are ill or who cannot be reached with the telephone number listed. What is suprising, however, is the distribution of this response when compared with the original figures. For example:

	ALSH		CNIB		Incomplete
	Contacted	Responded	Contacted	Responded	Responses
EDMONTON	60	61	59	63	2
CALGARY	63	64	[redacted]	[redacted]	
OTHER	[redacted]	[redacted]	69	77	
	270	209	151	184	2
	difference -61		difference +33		+2

Total Contacted: 421 (270 + 151)

Total Responses: 395 (209 + 184) +2 incomplete

The results of the above table show the following:

1. While 147 "other" users were contacted who were supposed to use ALSH services, only 84 "other" users claimed to use ALSH services.

2. While 23 Calgary users were contacted who were supposed to use CNIB services, 44 users from Calgary claimed to use the CNIB services.

3. Overall ALSH had 61 fewer users than expected and the CNIB gained 33 unexpected users.

Radical changes such as these require a closer examination, particularly since the ALSH telephone lists contained only names of confirmed ALSH users. Therefore, the consultants reviewed the number of dual responses (people who used both services).

	ALSH ONLY RESPONSES	CNIB ONLY RESPONSES	DUAL RESPONSES	TOTAL
CALGARY	49	29	30 (15)*	108
OTHER	61	54	46 (23)*	161
EDMONTON	43	45	36 (18)*	124

* actual users

A review of both charts led to the development of the following factors affecting response:

1. Some of the individuals telephoned did not answer the survey - Result: a decrease in the number of responses.

2. Some of the dual users' names appeared on both the CNIB and the ALSH telephone list - Result: the number of users on both CNIB and ALSH lists stays the same.

3. Some of the dual users' names appeared only on the ALSH telephone list - Result: increase in the number of CNIB users while the number of ALSH users stays the same.

4. Some of the dual users' names appeared only on the CNIB telephone list - Result: increase in the number of ALSH users while the number of CNIB users stays the same.

5. Some of the users on the ALSH list claim to use only CNIB services - Result: increase in the number of CNIB users and a decrease in the number of ALSH users.

6. Some of the users on the CNIB list claim to use only ALSH services - Result: increase in the number of ALSH users and a decrease in the number of CNIB users.

The evaluation of these explanations is discussed in the postulation section of this report.

DUAL USERS

The percentage of people who claim to use both services out of the number who use only one service appears below.

CALGARY	ALSH % dual users = 24%	CALGARY	CNIB % dual users = 34%
OTHER	ALSH % dual users = 27%	OTHER	CNIB % dual users = 30%
EDMONTON	ALSH % dual users = 29.5%	EDMONTON	CNIB % dual users = 28.5%

The overall percentage of dual users in all groups is 28%. The results of the individual survey questions follow.

SEX

The Edmonton ALSH service has the highest percentage of female patrons (71.7%).

The CNIB service has the highest percentage of male patrons (42.3%).

Average percent female patrons = 64.2%
Average percent male patrons = 35.8%

AGE

The Edmonton ALSH service has the youngest group of users (39% 21 - 64 years).

DISABILITY

The overwhelming majority of Patrons are using talking book services as a result of a visual disability. While visual difficulties do not automatically qualify an individual for CNIB membership, it is reasonable to assume that the percentage of talking book patrons who qualify as dual service users is larger than the 28 percent who claim to be dual users. This is substantiated when

one examines the number of users who claim to use 4 track players in question #8.

QUESTION #2

ALSH service users usually found out about the talking book services from a friend (51%) and only 11.5% found out about the services through a library brochure. An additional 13.5% found out about the ALSH Book services through the CNIB newsletter. (page 6, Calgary, Edmonton, Rural responses)

CNIB patrons found out about talking book services through a wide variety of methods (23% friend, 1.6% library brochure, 35% CNIB newsletter). (page 6, CNIB responses)

QUESTION #6

85% of CNIB users do not own a play back unit.
50% of "Other" ALSH users do not own a playback unit.
46% of Edmonton ALSH users do not own a playback unit.
25% of Calgary ALSH users do not own a Playback unit.

ALSH users who do not own a playback unit may be using a unit loaned to them by either ALSH, their local library or the CNIB.

QUESTION #8

89% of CNIB users use a 4-track player.
61% of "Other" ALSH users use a 4-track player.
40% of Edmonton ALSH users use a 4-track player.
30% of Calgary ALSH users use a 4-track player.

It appears from the discrepancies between questions #6 and #8, that these questions were subject to some misinterpretation. It is almost certain that all 4 track players are not owned by the users but it seems likely that some users with 4 track players consider that they own the machine. The number of other responses to question #8 when examined reveal that many users do not know whether the machine they use is a 4 track or a 2 track player.

QUESTION #9A

Approximately 80% of all ALSH users borrow books at least once per month.

QUESTION #9B

Approximately 73% of CNIB users borrow books at least once per month.

QUESTION #10

CNIB and "Other" ALSH users tend to borrow fewer books at one time.

QUESTION #11

Subject Selections

%	CALGARY ALSH	EDMONTON ALSH	"OTHER" ALSH	CNIB
GENERAL	49	[redacted]	41	38
WESTERN	15	20	[redacted]	[redacted]
HISTORICAL	34	45	44	48
ROMANCE	26	28	35	33
MYSTERY	34	48	50	50

(..... /(cont'd)

(Table cont'd.) %	CALGARY ALSH	EDMONTON ALSH	"OTHER" ALSH	CNIB
ANIMAL STORIES	19	18	[redacted]	[redacted]
MAGS/NEWS	4	13	19	[redacted]
BIOGRAPHIES	47	35	48	34
PIONEER LIFE	6	12	[redacted]	24
HISTORY TO GEOG.	[redacted]	[redacted]	21	25

The subjects listed above are those which at least 30% of the patrons in at least 1 group chose as a reading preference. The percentages which are highlighted are those which vary significantly from those of the user groups.

QUESTION #12A

Approximately 84% of all ALSH users are satisfied with the number of books available.

Approximately 91% of all CNIB users are satisfied with the number of books available.

QUESTION #12B

The highest degree of satifaction with the number of books available appears in Calgary ALSH users.

QUESTION #13A

Approximately 80% of all groups are satisfied with the selection of titles available.

QUESTION #13B

Calgary ALSH users have the highest degree of satisfaction with the selection of titles available.

QUESTION #14

Of those who were not satisfied with the title selections, the following were mentioned as areas of dissatisfaction.

	CALGARY ALSH		EDMONTON ALSH		"OTHER" ALSH		CNIB	
	%	#	%	#	%	#	%	#
[redacted] (Best Sellers)	19	(3)	31	(5)	23	(5)	26	(10)
WESTERN	13	(2)	6	(1)	10	(2)	15	(6)
HISTORICAL	13	(2)	19	(3)	[redacted]	(1)	18	(7)
SCIENCE FICTION	0	(0)	[redacted]	(3)	5	(1)	[redacted]	(7)
HOBBIES	0	(0)	[redacted]	(2)	0	(0)	[redacted]	(7)
ROMANCE	[redacted]	(3)	0	(0)	10	(2)	8	(3)
HISTORY TO GEOG.	[redacted]	(4)	6	(1)	0	(0)	8	(3)
RELIGION	13	(2)	[redacted]	(4)	10	(2)	13	(5)

The number of responses to this question were few. The highlighted responses are those which are at variance with the responses of other user groups. The need for more General fiction and Best Sellers appears important to every user group.

QUESTION #15A

All users appear satisfied with the present borrowing system.

QUESTION #15B

Edmonton ALSH user responses appear inconsistent with their statements of satisfaction in the previous question. That is, 100% of Edmonton ALSH users said they were satisfied with their present borrowing system in question 15A, but when asked to rank their satisfaction on a scale from 1 (very poor) to 5 (excellent) 23% ranked their satisfaction 1 (very poor) or 2 (poor).

QUESTION #16

Highest 96% of CNIB users receive book lists. (page 46 CNIB responses)

Lowest 72% of "Other" ALSH users receive book lists. (page 46 Rural responses)

QUESTION #17

There appears to be a much higher degree of dissatisfaction (37.5%) with the quality of talking books from Calgary ALSH users than from the other user groups.

"OTHER" ALSH	6.2% dissatisfaction
EDMONTON ALSH	3.4% dissatisfaction
CNIB	13.8% dissatisfaction

QUESTION #19

Calgary ALSH users have a greater preference for book listings on tape than any other group.

This response may indicate that the Calgary Public Library provides greater availability of tape listings.

QUESTION #21

CNIB users most often order books by number (a very precise method).

ALSH USERS rarely use book numbers when ordering and instead use author/title and/or subject.

QUESTION #22

Both user groups prefer to use the method of ordering that they presently use.

QUESTION #23

All user groups were overwhelmingly satisfied with present mailing containers.

QUESTION #25A

ALSH users overwhelmingly agree that their library staff is well informed.

QUESTION #25B

25 percent of Calgary ALSH users say they require more assistance than presently given.

2 percent of Edmonton ALSH users and 0 percent of "Other" ALSH users required more assistance.

This result may be attributable to more Calgary users visiting the library in person, or may be attributable to a greater use due to a higher quality of service and hence greater demands.

ADDITIONAL RESPONSES

Comments on the good service provided were the most frequent comments made by all groups.

Those users living outside of Edmonton or Calgary most frequently commented on the good service.

"Other" ALSH	44
"Other" CNIB	36
Edmonton ALSH	9
Edmonton CNIB	30
Calgary ALSH	10
Calgary CNIB	13

All groups wanted a greater selection of books especially current books.

Most groups commented that they did not always receive the books they ordered and felt there was too much title substitution.

For more detail on the comments see Appendix C.

4. ANALYSIS

After reviewing the survey findings, the consultants tested several hypotheses that emerged from the process. The technique used to investigate these hypotheses was the chi-square test.

The chi-square test is a test in which two variables are examined together to determine whether or not they are related. If variables are related it means that knowledge of the value of one variable will help in predicting the value of the other variable.

For example, if we had the theory that liquids are wet we could perform a chi-square test to determine whether "liquids" and "wet" are related. If the test indicated that a relationship exists, knowing that an item is a liquid would help us predict that the item is also wet.

The consultants decided to test the following variables:

1. Is there a relationship between the talking book service used and user satisfaction with the number of books available?

2. Is there a relationship between the service used and user satisfaction with the selection of titles available?

3. Is there a relationship between the service used and user satisfaction with the borrowing system?

4. Is there a relationship between the service used and user satisfaction with the quality of talking books?

5. Is there a relationship between the service used and the number of books borrowed at one time?

6. Is there a relationship between the service used and user satisfaction?

7. Is there a relationship between location and service used and satisfaction with the quality of talking books?

8. Is there a relationship between location and service and the number of books borrowed at a time?

9. Is there a relationship between location and service and satisfaction with the number of books available?

The statistical evaluation of these conjectures led to the following conclusions:

ALSH - CNIB COMPARISONS

1. ALSH users are less satisfied than CNIB users with the number of books available (question #1).

2. There are no significant differences in the levels of satisfaction between ALSH and CNIB for title selection and the borrowing system (question # 2 and 3).

3. CNIB users tend to borrow fewer books at a time but are more likely to use their service at least weekly (question #5).

WITHIN ALSH COMPARISONS

1. Calgary ALSH users rate their services more highly than non-Calgary ALSH users with respect to:
   a) number of books
   b) title selection
   c) borrowing system (question #9 and #6)

2. Calgary ALSH users borrow more books at a time and borrow more often than the non-Calgary ALSH users (question #8).

3. Calgary users are much more dissatisfied with the quality of talking books (question #7, #4 and #6).

GENERAL

The quality of the talking books does not affect the number of books borrowed or the frequency of borrowing.

OVERVIEW

Based on the findings of the survey, the analysis and general facts, the consultants can claim to know the following:

Calgary ALSH

These users make up 32% of Alberta's talking book users. They are more numerous than any other group,

they use their services most frequently and are specific in their comments on the services. Calgary ALSH users also tend to be the most vocal in praise when they are satisfied (question #12B and 13B) and the most vocal when they are dissatisfied (question #17). Finally, dissatisfaction does not appear to deter Calgary ALSH patrons from using their services.

Edmonton ALSH

These users form the smallest group of talking book users in the province (17%). They are the youngest group of users and indicated in the kind of materials they would like to use (question #14). In addition, Edmonton ALSH users tend to be neutral in their comments. They are generally satisfied with the services but they do not rank their satisfaction highly.

"Other" ALSH

This group makes up 23% of Alberta's talking book users. They appear to be the least well informed of all groups. Fewer "Other" ALSH users receive book lists than any other group (question #16) and this group uses their service less frequently than any other ALSH group (question# 10). "Other" ALSH users appear satisfied with the services received but do not generally rank them highly. However, when asked to comment on their services an overwhelming number of users praised their services as "good".

CNIB

CNIB users comprise approximately 28% of Alberta's talking book users. All of these individuals can qualify to use ALSH services and in light of this fact, the percentage of CNIB users who use both services is surprisingly small. CNIB users tend to borrow fewer books less frequently than other groups (question #9A and #9B) but they have the greatest percentage of users who are satisfied with the number of books available (question #12A). These users are kept well informed by the CNIB (question #16) but of all the groups they are the most dissatisfied about receiving substitutions for requests (probably because it happens more frequently) and the quality of the talking book tapes (Appendix C).

5. POSTULATIONS

The following section advances theories believed by the consultants to be correct, but which cannot be explicitly proven by the data collected.

1. ALSH users living outside of Calgary and Edmonton are less knowledgeable about talking book services.

   - While 147 "Other" ALSH users were contacted only 84 "Other" users claimed to use ALSH services. We know that those on the ALSH list were ALSH users and also know that the loss of "Other" ALSH users and the gain of "Other" CNIB users can not simply be explained by attributing the loss of 63 ALSH users totally to a lack of response. Therefore, we consider that many "Other" ALSH simply do not know which service they use.

   - Twenty-seven percent of "Other" ALSH users claim to be dual users but in question #8, 61% of the "Other" ALSH users claim to use a 4 track player. This response leads us to believe that many "Other" ALSH users either did not understand the question and do not know what kind of machine they use or they are dual users and did not state such. The fact that the discrepancy between the percent of Calgary and Edmonton dual users and those who claim to use a 4 track machine is much smaller, leads us to believe that "Other" ALSH users are less knowledgeable.

2. Users with less knowledge of talking book services (Rural users) tend to be more generally satisfied with the services they receive.

   - "Other" ALSH users commented on the good quality of their service more than any other group (44) (52% of respondents).

   - "Other" CNIB users commented very frequently on the good quality of their service (36) (53% of respondents - some of whom were probably ALSH users).

3. The sample of Calgary CNIB users was not representative and therefore, the possibility of dual users influencing the large gain in CNIB users (page 9) is likely.

   - Based on 300 (roughly 1/3 of the total CNIB users) living in Calgary there is almost zero probability that a sample as small as the original 23 users could have been selected.

4. Dual users tend to use both talking book services because it increases the number of titles from which they may borrow.

   - (Based on impressions gathered during the interviews.)

5. ALSH patrons do not consider their present borrowing system (little personal delivery of books) a subject of dissatisfaction or a deterence to borrowing.

- (Based on the responses of question #15A.)

6. Calgary ALSH users tend to be dual users less frequently than those in other groups due to the high quality of service at Calgary Public Library (page 12).

6. CONCLUSIONS

In reviewing the study objectives to:

1. document, examine and delineate present talking book services;

2. determine user knowledge of and satisfaction with these services;

3. evaluate and analyse the value of these services and indicate areas of duplication between CNIB and ALSH services;

it is apparent that while the objectives of this study have been realized, new questions have arisen.

After conducting this study and analyzing the data, the consultants believe that talking book users living outside of Edmonton and Calgary are not as well informed about their services as the other groups. In particular, ALSH patrons appear to suffer from the lack of a standardized information vehicle describing these services. However, as more the knowledgeable patrons appear to be the more demanding patrons, establishment of a standardized public relations vehicle for talking book services must be supported by an increased level of service and materials to ensure patron satisfaction.

Talking book users in general do not come from a segment of society noted for its willingness to vocalize dissatisfaction or analyze impressions. To put this statement simply: talking book users tend to be very grateful that this system exists at all and are afraid to offer criticism for fear

of losing what they presently have. Under these circumstances it is obvious that talking book services are appreciated by their users but it is not obvious that most users are willing or capable of evaluating the services at a level more detailed than the level of this study.

These conclusions indicate that some questions remain to be answered in a further study. These questions concern the quality of talking book services and can only be answered adequately through direct comparison (an objective not required of the present study). The consultants, therefore recommend that a further study be conducted focussing on the large population of dual users to discover why they are dual users and to investigate the merits of these services as perceived by the users. In addition, CNIB users who do not use both services should be asked why they have foregone the opportunity to use both services. Through such a study it may be possible to determine how to make maximum use of talking book resources within the province of Alberta.

In summary, the consultants recommend the following:

1. Develop a standardized public relations vehicle for disseminating information on talking book services in public libraries.

2. Educate librarians in the rural areas about the importance of talking book services.

3. Increase the talking book collections as indicated in the study.

4. Conduct a study with CNIB service users and dual service users.

APPENDIX A

QUESTIONNAIRE

Office Use Only
_____

ALSH Study User Questionnaire

Location _____ Community Size _____

Sex ____M ____F Phone # _____

Age Range __1__ child (0-10) __2__ juvenile (10-15) _____

__3__ young adult (16-20) __4__ adult (21-64)

__5__ senior adult (65+)

Disability __1__ visual __2__ other _____

(if other explain) _____

_____

_____

_____

1. Which library service do you use? (If both use two questionnaires)

__1__ ALSH __2__ CNIB __3__ Both _____

2. How did you find out about the services? (Select only one)

__1__ Friend __2__ Library brochure _____

__3__ CNIB newsletter __4__ other

3. How long have you been using the service?

__1__ less than 1 year __2__ 1-2 years

__3__ 3-5 years __4__ 5-10 years __5__ over 10 years _____

Office Use Only
_____

ALSH Study User Questionnaire

Location _____ Community Size _____

Sex ____M ____F Phone # _____

Age Range __1__ child (0-10) __2__ juvenile (10-15) _____

__3__ young adult (16-20) __4__ adult (21-64)

__5__ senior adult (65+)

Disability __1__ visual __2__ other _____

(if other explain) _____

_____

_____

_____

1. Which library service do you use? (If both use two questionnaires)

__1__ ALSH __2__ CNIB __3__ Both _____

2. How did you find out about the services? (Select only one)

__1__ Friend __2__ Library brochure _____

__3__ CNIB newsletter __4__ other

3. How long have you been using the service?

__1__ less than 1 year __2__ 1-2 years

__3__ 3-5 years __4__ 5-10 years __5__ over 10 years _____

4. Are you a temporary user? 1 Yes 2 No _____

If so, how long do you expect to use the service? (in months)

_____

_____

5. Do you use? 1 Talking books 2 Braille _____

3 Large print 4 other

6. Do you own your own playback unit? 1 Yes 2 No _____

7. If not, do you have one for use? 1 Yes 2 No _____

8. If so, what type of machine is it?

1 2 track 2 4 track 3 other _____

9. How often do you use library services? (eg. borrow books)

a) ALSH 1 daily 2 2-4 times/week 3 1/month

4 2-3 months 5 2-3 times/year _____

b) CNIB 1 daily 2 2-4 times/week 3 1/month

4 2-3 months 5 2-3 times/year _____

10. How many books do you borrow at a time? _____

1 1-2
2 3-5
3 6-10
4 more

11. What types of materials do you usually borrow?

A. Fiction

- general (best sellers)
- western
- historical
- romance
- war
- science fiction
- mystery/spy
- literature(belle lettres)
- animal stories
- sea stories

B. Non-Fiction

- reference
- social sciences/behavior
- electronics/computer/ technology
- history/geography
- languages
- religion/philosophy
- science/math
- hobbies (cooking, gardening)
- magazines/newspapers
- professional journals
- sports
- humour
- natural science
- pioneer life
- biographies

12. Are you satisfied with the number of books available?

__1__ Yes __2__ No _____

Degree of satisfaction?

Very Poor 1 2 3 4 5 Excellent _____

13. Are you satisfied with the title selection of books available?

1 Yes 2 No _____

Degree of satisfaction?

Very Poor 1 2 3 4 5 Excellent _____

14. If you are not satisfied, what needs improvement?

Fiction	Non-Fiction
- general (best sellers)	- reference
- western	- social sciences/behavior
- historical	- electronics/computer/
- romance	technology
- war	- history/geography
- science fiction	- languages
- mystery/spy	- religion/philosophy
- literature(belle lettres)	- science/math
- animal stories	- hobbies (cooking, gardening)
- sea stories	- magazines/newspapers
	- professional journals
	- sports
	- humour
	- natural science
	- pioneer life
	- biographies

15. Are you satisfied with the present borrowing system?

__1__ Yes __2__ No _____

Degree of satisfaction?

Very Poor 1 2 3 4 5 Excellent _____

16. Do you receive catalogue listings? (book lists)

__1__ Yes __2__ No

17. Are you satisfied with the quality of the talking book tapes?

__1__ Yes __2__ No _____

If not why not? __1__ sound scratchy

__2__ volume too loud/soft __3__ tapes break

__4__ other (explain) _____

_____

_____

18. In what format do you presently receive the listings? _____

__1__ print __2__ tape __3__ other (explain)

19. What are your preferences? _____

__1__ print __2__ tape __3__ other

20. Any particular reasons for your preference?

_____

_____

_____

21. How do you usually order your books?

1 number 2 author/title _____

3 subject 4 other

22. How would you like to order your books?

1 number 2 author/title _____

3 subject 4 other

23. Are you happy with present mailing containers?

1 Yes 2 No _____

24. If not happy, how would you like to see them changed?

_____

_____

_____

_____

25. For Public Library (ALSH) users.

1) Are the staff in your library well informed about services? 1 Yes 2 No _____

2) Do you require more assistance from library staff than presently given? 1 Yes 2 No _____

3) If so, what type? _____

_____

_____

26. Are there any other areas of library service you would like to see improved or added? 1 Yes 2 No _____

27. If so, please describe these areas. _____

For CNIB Users.

28. Are there any services you would like to see changed? _____

1 Yes 2 No

29. If so what?

30. General Comments.

APPENDIX B

ADDITIONAL COMMENTS

ADDITIONAL COMMENTS

The following additional comments have been gathered from the surveys themselves.

These comments have been paraphrased and grouped for easy review. Numbers beside the comments represent the number of times a comment appeared while those comments with no numbers beside them were mentioned only once.

EDMONTON CNIB COMMENTS

Service	
good service	30
good borrowing system	
more personalized service	3
better machines	
Selection	
more best sellers	6
more current books	4
good selection	2
expand the selection	3
more hobby books	
more fishing books	
more music history books	
more technical books	2
the bible	
more books on health and fitness	
more science fiction	
more quality books	
more religious books	
Reader Enjoyment	
larger catalog print	
more books at one time	
less Canadian content	
improve the tape quality	
send multivolume books in their proper sequence	
send the books requested	
need better readers	3
Publicity	
more publicity	

EDMONTON ALSH COMMENTS

Service

good service	9
wants delivery to the home	2
needs more staff	

Selection

more current books	3
better selection	3
more history	
more classics	
more best sellers	
more children's stories	

Reader Enjoyment

send the books requested
need better readers
less sex
less censorship

CALGARY ALSH COMMENTS

Service	
good service	10
staff is friendly, helpful	9
some staff not well informed	
would like a delivery service	3
carrying bags tear too easily	
the pick up locations are convenient	
Selection	
more classics, "meaty" books	5
more religion, philosophy	3
more textbooks	2
more travel books	2
more music tapes	3
music lessons on tape	
more books of interest to men	
more selections of each author	
the bible	
more sports	
more best sellers	
drama	
more Canadian history	
Reader Enjoyment	
tapes break	5
tapes have background noise, poor volume or are scratchy	4
tapes are worn	
the readers talk too fast	3
women readers are hard to understand	4
staff substitute too many requests	
doesn't like the catalog supplements	
can't tell from the listings what the book is about	

"OTHER" ALSH COMMENTS

Service	
good service	44
very good staff	3
service is too slow	3
not a good service	
Selection	
greater selection of books	5
more current books	4
more best sellers	2
more magazines	2
more poetry	
more romances	
the bible	
more religious books	
more vocational books	
more reference books	
more westerns	
music	
Dutch language books	
more books on crafts	
Reader Enjoyment	
the same books are sent more than once	2
more personal selection of books	3
never gets the books selected	
improve the conditions of the tapes	
select better readers	3
better descriptions of the books	3
wants a catalogue of the books	2
less censorship	
Publicity	
publicize the service more	

CALGARY CNIB COMMENTS

Service

good service	13
more instruction on use of the machine	4
poor quality machines	

Selection

good title selection	
material is out of date	
more music	2
more drama	2
more Canadian history	

Reader Enjoyment

poor quality tapes	2
don't always receive the books ordered	5
too much sex in the stories	
receives too few or too many books at once	
catalogues need clearer print	3

"OTHER" CNIB COMMENTS

Service

good service	36
more frequent service	3
better delivery	
not a very good service	
broken machines take too long to repair	

Selection

greater selection of books	4
music	
more current books	2
more classics	
more Canadian content	
more family stories	
more harlequin romances	

Reader Enjoyment

wants more personal selection of books	3
staff substitute too many requests	6
don't keep sending the same books	
receive too many tapes at one time	
wants the catalogue on tape	
good readers	
wants more information on the readers	
readers' voices are sometimes not clear	
some readers talk too fast	
prefer male readers	
some tapes are very poor quality	